



# SANTA FE COUNTY

## ECONOMIC DEVELOPMENT OVERVIEW



# SANTA FE COUNTY ED OVERVIEW

- Policy and Regulatory Documents
  - Sustainable Growth Management Plan
  - Sustainable Land Development Code (SLDC)
  - Ordinance 2014-7
  - Economic Development Plan
- Target Industries
  - Film/Digital Media
  - Agriculture
  - Green Industries
  - Arts/Culture
  - Ecotourism/Outdoor Recreation
  - Health Industry



# SANTA FE COUNTY ED OVERVIEW

- Current Activities
  - Business Retention and Expansion
    - SF Business Incubator
  - Business Recruitment
    - Trade Shows
    - Sales Mission
    - Fam Tour for Site Selectors
    - Coordinated response to NM Partnership PROs
  - LEDA
    - SF Studios
    - BTI
    - SF Farmers Market
  - Arts, Culture, Cultural Tourism committee
  - Liaison work for Film/TV industry
  - Agriculture/Ranching Element of SGMP
  - Contract with SFCC for microgrid training program
  - Outdoor Economy
    - IMBA
- Economic Development Budget: \$300k+



# Outdoor Economy

- Background
  - NM Partnership
  - BTI
  - IMBA World Summit
  - IMBA Silver
- Economic Impact data
  - See packet for specifics
  - NM Highlights:
    - \$6 billion in consumer spending; 68k direct jobs; \$1.7 billion in wages; \$458 million in state/local tax revenue



# Outdoor Economy cont'd

- Opportunities for collaboration
  - Pursue IMBA Gold
  - Hire FTE or contractor to recruit outdoor products companies
  - Create outdoor web portal
  - Design/Build new trails/infrastructure
  - Host “Rendezvous” conference by OIA
- Strategies
  - Cluster
  - Recruit
    - Trade Shows
    - Sales Missions
    - Site Selector Fam Tour
  - Grow local
- Video